

# Students Then & Now

## University Choice

### Importance of employability prospects



### University visits

31% visited three or more\*



52% visited three or more\*\*



23% no university visits\*



6% no university visits\*\*



### Parental influence



## Top Priorities in 2012



## Career Focus

### Work experience before graduating



62%\*

### Work experience by first year of university



89%\*\*\*

### Focusing on building a CV



15%\*



\* 25+ graduates

\*\* Those applying to university this year

\*\*\* First year undergraduates